

Built Environment	Root Causes	Proposed Actions			
	Easy to access cheap unhealthy food – supermarkets	Work with shopping centres/supermarkets to provide environmental cues to encourage healthy eating Inform shoppers on the available healthier food and beverage options via displays and/or advertising.	HEALTHY BRADFORD CHARTER		
Engage shops to offer promotions on healthier products and/or services, and feature these promotions in advertising and publicity materials.		HEALTHY BRADFORD CHARTER			
Easy to access cheap unhealthy food – takeaways, shops, cafes	Ascertain additional influence to deter A5 planning applications (Takeaways) and local levers which could help limit the number of successful applications	PLACE			
	More drinking fountains and taps for people to fill up water bottles in shopping centres, cafes	CHARTER	PLACE		
Parenting- 'safer to keep kids indoors'					
Safety of outdoor play parks/ roads	Closing streets at certain times to allow children to play outside safely	PLACE			
	Ensure parks and green spaces are well lit, clean and safe places to play	PLACE			
Perception of danger in outdoors play/ active travel					
Access to places to be active	Access to school playgrounds out of school hours and pre-schoolers in playgrounds at beginning and end of school day	HEALTHY BRADFORD CHARTER	INTERGRATED WELLBEING SERVICE		
Easier to be inactive (eg lifts, online shopping)	Introduce a congestion charge for a traffic free zone to encourage walking	PLACE			
Car centric city infrastructure-travel options	School to provide walking buses/ park and walk schemes to encourage parents to park further away	PLACE	HEALTHY BRADFORD CHARTER		
	Park and 'ride' for school drop off- no car allowed- school exclusion zone walk, cycle only at key times.	PLACE			
Lack of places to play	Positive healthy messages in green spaces instead of 'no ball games' could be suggestion of activities 'why don't you....'	HEALTHY BRADFORD MOVEMENT			
Byelaws					
Cleanliness of parks/ outdoors	Staffed/Community mentors to provide activities in parks/green spaces-not necessarily a fee and might be volunteer led	INTERGRATED WELLBEING SERVICE			
Connectivity of spaces	Assess and improve connectivity of places for enabling active travel	PLACE			
Lack of investment in infrastructure to be active	Council to provide financial incentives to get businesses to be healthier for their staff and customers	HEALTHY BRADFORD CHARTER			
Planning decisions- housing/ infrastructure	Assess ability to influence advertising boards in the district to promote only healthy products	PLACE			
Old/historic built environment	Put medical centres in places that encourage healthy and active lifestyles or vice versa so not viewed as separate.	PLACE			
Social media lifestyles					
Design of housing, gardens, driveways and more flats	Encourage healthy whole building design – eg easier to take stairs than lift, healthy food provision layout in supermarkets	PLACE			
Town planning, land value of green space	Understand local healthy food deserts and incentivise retailers to move into these spaces	FOOD PROGRAMME	CHARTER	PLACE	
	Council to offer up and support clearance of unused spaces for being active or growing food. Diversify use of existing places and buildings for healthier activities	PLACE			
Utilities outdoors e.g. toilets/lighting					
Education and Knowledge	Lack of knowledge on nutrition/health	Recruit Health Champions from different backgrounds to promote healthy lifestyles	INTERGRATED WELLBEING SERVICE		
		More awareness of the eatwell guide have the information displayed in food outlets	FOOD PROGRAMME		
		Work with pharmacies: Deliver MECC training Provide change4life resources Support with campaigns Pharmacy action group to help identify what is their area Pharmacies to have scales so people can manage their weight	HEALTHY BRADFORD MOVEMENT		
	Perceptions on cost of healthy food	Assess ability to influence and add to existing fuel poverty work to enable more money for food and cooking.	Public Health Fuel Poverty Work		
	Create a health zone/hub for showcasing key health promotion messages such as physical activity, nutrition, anti-smoking and mental wellbeing, make it interactive	HEALTHY BRADFORD MOVEMENT	INTERGRATED WELLBEING SERVICE		

	Takeaway/restaurant cooking methods	Provide a list of suppliers of healthy ingredients for takeaways/restaurants	HEALTHY BRADFORD CHARTER
		Facilitate a workshop for local retailers to highlight the benefits of providing healthy food/messages and gaining a healthy Bradford award	HEALTHY BRADFORD CHARTER
	Recipe changes to traditional food	All persons in receipt of benefits to automatically receive simple information/ menu plans/ shopping lists for healthy eating on a budget. Also information on food banks.	HEALTHY BRADFORD MOVEMENT
		Use the BIG screen to provide health messages, promotion of health activities and cooking demonstrations	HEALTHY BRADFORD MOVEMENT
	Lack of PE in schools		
	Lack of cooking skills	Ensure all rental properties funded through housing benefits have minimum standards for cooking facilities to enable healthy eating. Prioritise family homes.	PLACE
Annual Healthy Lifestyle Festival with cooking demonstrations and exercise taster sessions for adults and children		HEALTHY BRADFORD MOVEMENT	
Wellbeing Social and Cultural Norms/Modern Family Life/Population	Normal to be overweight	Provide all Bradford residents access to online weight management with self monitoring via an app and rewards for weight loss	INTERGRATED WELLBEING SERVICE
	Drinking culture		
	Family mealtimes less common		
	Change in tastes, used to unhealthy food		
	Snacking		
	Big portions		
	Unhealthy food is convenient		
	Social eating		
	Cultural religious preferences for food		
	Demand for unhealthy food	Food coops to be set up in areas of high deprivation. Look at stocking from supermarkets Best Before foods that would be thrown out and fruit & veg free from St James market	FOOD PROGRAMME
Food as a 'treat'			

	Peer pressure/ eating norms	Provide free school meals for all primary school children	TBC Viability	
	Eating disorders			
	Social isolation			
	Stress levels- overeating	Provide FOC venues in the city centre for exercise tutors to deliver lunch time sessions and charge a small fee to cover tutor	HEALTHY BRADFORD MOVEMENT	PLACE
	Less active jobs/ labour work	Health messages promoted on transport (e.g. on buses get off one stop earlier and walk)	HEALTHY BRADFORD MOVEMENT	
	More screen time	Create a 'Bradford Step Challenge' and give rewards (shopping vouchers) to those reaching 10,000 per day for a month	HEALTHY BRADFORD MOVEMENT	
	Social norms/ cultural views on being active	Recruit Health Champions from different backgrounds to promote healthy lifestyles	INTERGRATED WELLBEING SERVICE	
		Shopping Centres to run open exercise sessions at lunch time.	HEALTHY BRADFORD MOVEMENT	PLACE
	Interest in physical activity/ sport	Flexible working hours to allow staff to engage in PA eg walk to work, go to gym	HEALTHY BRADFORD CHARTER	
	Social media lifestyles			
	Faith/ religious obligations			
	Time for parents/ adults to play			
	Working patterns - shifts/ long hours	Companies to allow staff to hold walking meetings and/or provide standing desks	HEALTHY BRADFORD CHARTER	
	Working parents/ less homemakers	Businesses to apply for a Health Award for those who show a proficiency in relation to employee health, the Health Award logo could be used on all company stationary	HEALTHY BRADFORD CHARTER	
Socioeconomic/Market Forces/Media	Food businesses push sales	Restaurants to provide jugs of tap water as standard without being asked	HEALTHY BRADFORD CHARTER	
	Demand for cheap food			
	Media influences on choices/ marketing	Create a Healthy Bradford brand that could be used to 'rubber stamp' any health initiatives	HEALTHY BRADFORD MOVEMENT	
	Choice of food available- shops/ schools	Remove unhealthy vending machines from leisure facilities	HEALTHY BRADFORD CHARTER	INTERGRATED WELLBEING SERVICE
	Fuel poverty			
	Facilities to cook	Ensure all rented properties and B&B provide a minimum of cooker (hob & oven) and fridge	PLACE	
	Demand for unhealthy food	Restaurants/takeaways to provide healthy options in return for promotion of health food availability	HEALTHY BRADFORD CHARTER	HEALTHY BRADFORD MOVEMENT
	Market competition on portion size			
	Takeaway/restaurant cooking methods			
	Roles models healthy diet/cooking			

	Less active jobs/ labour work		
	Cost of exercise	Provide environmental cues to encourage physical activity eg messages on steps	HEALTHY BRADFORD MOVEMENT
		Provide all adults with a passport to leisure card.	HEALTHY BRADFORD MOVEMENT
	Budget cuts/austerity	Use social media to promote healthy eateries and give out health messages	HEALTHY BRADFORD MOVEMENT
	Lack of investment in infrastructure to be active		
Politics to change things			
Town planning, land value of green space			